



Tobacco Advertisements, Products Displays, Sales & Promotions around Educational Institutions

Background

Big Tobacco: Tiny Targets study aims to expose the strategies being used by the tobacco companies/industries' products marketing to children and youths around schools and playgrounds; help provide them with tobacco free learning environments through documenting tobacco marketing near schools and playgrounds; mobilize educators and students to take action, and urge Government to enact and implement comprehensive tobacco control laws.

In India, Consumer Voice and Voluntary Health Association of India conducted a Tiny Targets study to determine the extent of tobacco products being marketed and sold around schools in India. A total sample of 243 schools and 487 points of sale were closely surveyed during this study in 20 cities across 6 states of India and the objectives of the study were:

- To gather additional evidence regarding tobacco products being sold around educational institutions,
 - To assess COTPA compliance near educational institutions,
 - To expose Tobacco Industry tactics to target children.
- Nearly 37% children in India initiate smoking before the age of 10, and each day 5500 children begin tobacco use and consequently may become addicted.
 - According to The Global Adult Tobacco Survey; India (2016-17), by Ministry of Health and Family Welfare (MoHFW), nearly 28.6% of adults (15 years and above, use tobacco products.
 - According to The Global Youth Tobacco Survey India, 14.6% of 13 -15 year old students in India use tobacco. As many as 11% of all male students surveyed were found to be users of smoking or smokeless tobacco, while 6% of female students used smokeless tobacco and 3.7% smoked tobacco.
 - India was among the first countries to ratify the WHO Framework Convention on Tobacco Control (FCTC) in 2004. Indian enacted comprehensive tobacco control legislation, entitled, "The Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA).
 - As per Section 6 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA), there is a ban on the sale of tobacco to and by minors.
 - Under Section 6 (b) of COTPA, the sale of tobacco products is prohibited in an area within a radius of 100 yards of any educational institutions and mandatory signage in this regard should be displayed prominently near the main gate and on the boundary wall of the school institute.
 - Under COTPA Rules, tobacco advertising and promotion and tobacco product display is banned at the point of sale.
 - A Ministry of Health & Family Welfare advisory letter dated 21st September, 2017 recommends the licensing of tobacco vendors through municipal authorities. The advisory observes that it would be appropriate to include in the authorization, a condition of provision that the shops permitted to sell tobacco products cannot sell non-tobacco products such as toffees, candies, chips, biscuits, soft drinks, among others, which are meant for the non-user-particularly children.
 - Ministry of Housing and Urban Affairs on 25th September, 2018 has issued a similar advisory to states for licensing of tobacco vendors.
 - Section 77 of the Juvenile Justice (Care and Protection of Children) Act, 2015 additionally criminalizes the distribution of tobacco products to children.

Methodology

Field investigators were equipped with a mobile reporting form to document instances of tobacco companies advertising, selling, displaying, or incentivizing the sale of tobacco products within 100-meter radius. (Although India prohibits sales around schools within a radius of 100 yards, Kobo Toolbox used 100 meters as a standard. A yard has been defined as exactly 0.9144 meters).



The mobile form automatically captured the date, geographic coordinates, and data collector name for each record uploaded to the dataset.



Data gathered from an app Kobo Toolbox was then mapped using MapBox, an open source mapping platform for custom designed maps.



MapBox, was used to define the sampling area radius of 100 meters surrounding each school.

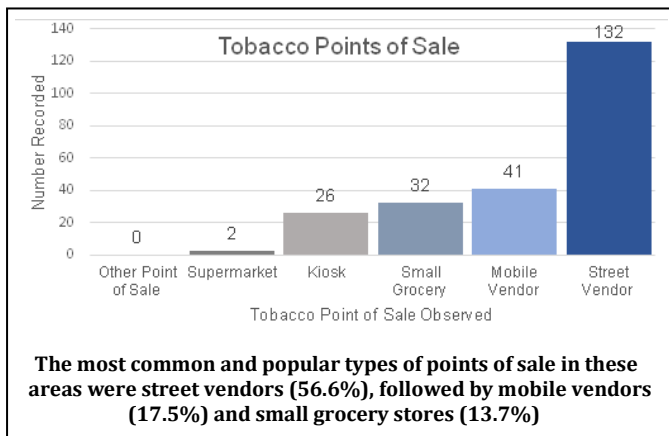
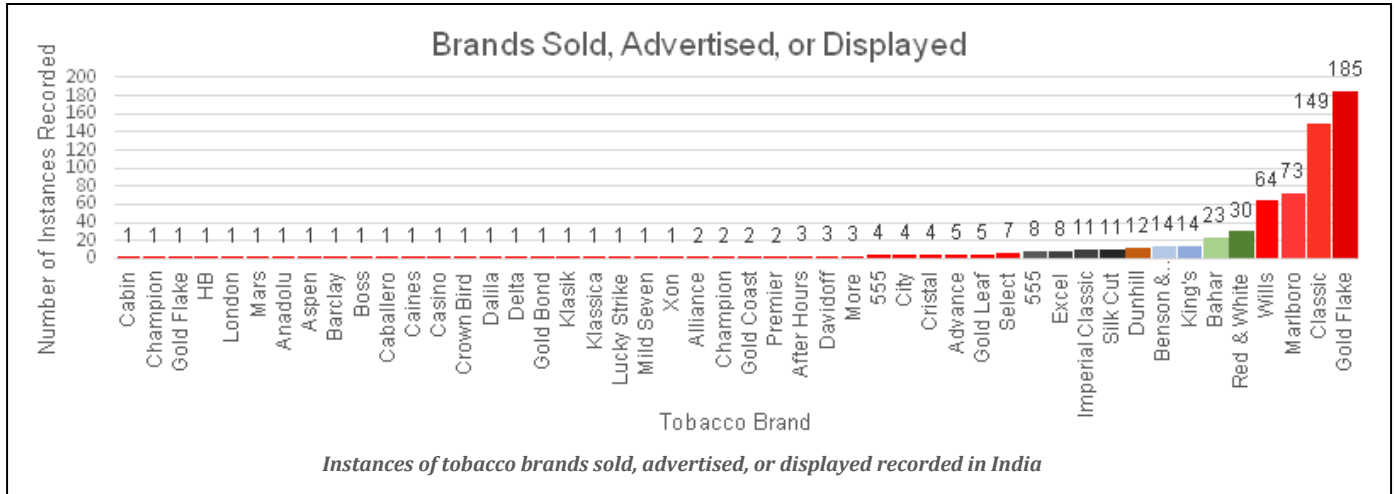
Results

- Investigators observed 225 points of sale of tobacco products out of the 487 points surveyed around 243 schools in 20 cities across 6 states of India. Street vendors were the most common form of sellers at 56.6% of the 225 tobacco points of sale
- Investigators logged of the 670 brands available, the maximum instances were of the brand Gold Flake by ITC (185/ 27.6%) Other brands observed around schools include Classic by ITC (149/ 22.2%), Marlboro by Philip Morris (73/ 10.8%), Wills by ITC (64/ 9.5%); Red and White by Godfrey Phillips India (30/4.4%). Investigators documented that, of the 225 tobacco points of sale observed, 52.2% carried British American Tobacco brands and 25.3% carried ITC brands.
- Investigators observed tobacco advertising at 34% of the 225 tobacco points of sale observed.
- Investigators documented that, at the 225 tobacco points of sale observed, 91% of displays were at 1 meter - a child's eye level; 90% of displays were beside candy, sweets and other items for children; And 54% of the points of sale had no visible health warning.
- Investigators documented that of the 225 tobacco points of sale, 32.5% of the sellers offered free tobacco products to children. And 37.5% offered price discounts on tobacco products.





Big Tobacco - Tiny Targets India Report



Recommendations

1. Urgent action required from the Government agencies to stop tobacco companies from targeting children from aggressive advertising & selling tobacco products around schools.
2. Stricter enforcement of COTPA rules prohibiting the selling and advertising of tobacco products within 100 yards of educational institutions.
3. Regulating tobacco vendors to aid COTPA enforcement. COTPA compliance should be a condition of all vendor licenses.



MoH&UA Advisory

1166910/2018/LSG

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भारत सरकार
आवास और शहरी गरीबी उपशमन मंत्रालय

D.No. N-11025/41/2018-LSG
29th September, 2018

Madam/Sir,

This is to draw your attention to the advisory issued by Ministry of Health and Family Welfare vide their letter dated September 21, 2018 on the issue of making the regulation for selling of tobacco products more effective with the development of a mechanism to provide permission/authorization through Municipal Authorities to retail shops selling tobacco products. A copy of the advisory is attached for ready reference.

MoH&FW Advisory

SPEED

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D.O.No. P-16012/14/2017-TC
Dated, 21st September, 2017

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Respected Sir,

The Central Government has enacted the Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003(COTPA), to discourage the use of tobacco, with emphasis on protection of children and